1.   (Currently amended) A method of selecting advertisements for display on ~~and/~~or adjacent to a plurality of self- service terminals comprising the steps of:

(a)   collecting environment data related to the environment of each terminalincluding the nature of businesses nearby the terminal;

(b)   collecting transaction data indicating the type and time of transactions carried out at the terminal; and

(c)   storing the collected data in a data warehouse.

2.   (Previously presented) A method according to claim 1, further comprising the step of:

(d) collecting advertising data which describes the type and content of one or more advertisement displayed on or adjacent to the terminal at particular times.

3.   (Original) A method according to claim 1, wherein the plurality of terminals are distributed across more than one deployer network.

4.   (Original) A method according to claim 1, wherein the data is collected and stored in real time or near real time.

5.   (Original)   A method according to claim 2, further

comprising the step of:

(e)   querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

6.   (Original)   A method according to claim 5, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

7.   (Original)   A method according to claim 2, further comprising the steps of

(e)   querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(f)   selecting an advertisement for display which includes content related to that business activity.

8.   (Original)   A method according to claim 2, further comprising the steps of:

(e)   querying the data warehouse to calculate a statistical distribution of the frequency of different

transactions occurring at a terminal; and

(f)   selecting an advertisement for display at the terminal dependent on the statistical distribution.

9.   (Currently amended) A method of selecting advertisements for display on and/or adjacent to a plurality of self-service terminals comprising the steps of:

(a)   collecting   environment   data   related   to   the environment of each terminal including the nature of businesses nearby the terminal;

(b)   collecting advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and

(c)   storing the collected data in a data warehouse.

10.   (Original) A method according to claim 9, wherein the plurality of terminals are distributed across more than one deployer network.

11.   (Original) A method according to claim 9, wherein the data is collected and stored in real time or near real time.

12.   (Original)   A method according to claim 9, further comprising the step of:

4

(d)   querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

13.   (Original) A method according to claim 12, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

14.   (Original) A method according to claim 9, further comprising the steps of

(d)   querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(e)   selecting an advertisement for display which includes content related to that business activity.

15.   (Original) A method according to claim 9, further comprising the steps of:

(d)   querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and

(e)   selecting an advertisement for display at the

terminal dependent on the statistical distribution.

16.   (Currently amended) A data warehouse operable to receive

data from a network of self-service terminals comprising:

means for holding environment data related to the

environment of each terminal including its location and

the nature of a business nearby the terminal;

means for holding transaction data indicating the type

and time of transactions carried out at the terminal; and

the data warehouse being operable to provide information

in real time or near real time for selecting

advertisements for display on and/or adjacent to one or

more of the plurality of self-service terminals.

17.   (Previously presented) A data warehouse according

to claim 16, further comprising means for holding

advertising data indicating the type and content of one

or more advertisement displayed on and/or adjacent to the

terminal at particular times.

18.   (Original) A data warehouse according to claim 17,

further comprising means for determining how often the

display of an advertisement on or adjacent a terminal is

substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

19. (Original) A data warehouse according to claim 16, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

20. (Original) A data warehouse according to claim 17, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

21. (Previously presented) A data warehouse according to claim 16, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of a public event or a sporting event.

22. (Previously presented) A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data which describes the environment of each terminal including data indicating its location or the nature of a business nearby the terminal;

means for holding advertising data related to the type and content of one or more advertisement displayed on the terminal or adjacent the terminal at particular times; and

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on or adjacent to one or more of the plurality of self-service terminals.

23.   (Original)   A data warehouse according to claim 22, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

24.   (Original)   A data warehouse according to claim 22, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

25.   (Original)   A data warehouse according to claim 22, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

26.   (Previously presented)   A data warehouse according to claim 22, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of a public event or a sporting event.

27.   (Original)   A self-service terminal comprising:
display means for displaying advertising material;
network connection means for coupling the terminal to a self-service network;
means for receiving commands from the network which determine what advertising content is to be displayed on the display means and at what time; and
means for sending information to the network which identifies which transactions are occurring at the terminal and at what time they occur.

28.   (Original)   A self-service terminal according to claim 27, further comprising means for sending information to the network

which explicitly identifies what advertising material was displayed on the display means during a transaction at the terminal.

29. (Previously presented) A method of analyzing a self-service network comprising the steps of:

(a) holding in a database data describing transactions performed by a terminal in the network and advertising content displayed on or adjacent the terminal substantially at the time of the transaction;

(b) gathering terminal data from terminals in the network which describes transactions performed by each terminal in the network and respective advertising content displayed on or adjacent each terminal;

(c) entering the terminal data into the database; and

(d) analyzing the terminal network by querying the data in the database.